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CRM in Organizational Structure Design

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Abstract

A lot of suppliers of software packs often claim that they will provide and innovate a manner by which all needed are responded but in the society –wide it will never have the application of software and responding to all needed sets of trade in simultaneous renewal of CRM. In the more applied level, CRM is reminded as a unification confrontation. a commercial model of comprehensive CRM is formed of main and key combinations creates considerable meeting to give and divided the experiences by which substantial value can be constructed in relation between customer. Via the model , team will determine a strategy for treatment level with customer , and illustrates this word in such a way that how customer treatment and its efficacy is in the special behavioral segment and each one of its sections what goal will follow . Individuals of team perform a special coding via analytical information environment and treatment rules to definite customer strategies and in this stage will use the strategies tools substantially. Execution tools also better can use the stored and essayed information and special design decisions can contribute individuals to protect the mutual relations with customer.

Keywords: Analytical CRM, Relational CRM, Operational CRM, Structural design

1. Introduction

CRM is the organization structure design for two-sided relation to customer. CRM is divided by 3 major section including operational, analytical and relational. CRM can be considered in two trade & work and cost views. Out comes resulting from implanting CRM cause growth in the organization and its more productivity [4, 5, 6]. CRM, in effect, is the organization structure design for connection to customer from outside to inside and vice versa and creating double-sided value via the process. Mutual costumer relations will be performed via physical section of behavior with him/her and through associated contact with customers and making connection. For a special sample of the mutual behavior, all essential data, series commercial law of strategy implementation are provided via EAI layer [1, 7, 8, 9]. This makes the customer capable to find constant and sequential experiences in his/her own suitable level to creative connection and at the time doesn't consider the contact point. As soon as the mutual relationships are done and strategies are performed , the organizations purpose has been specified and now the conclusion is developed to select the best way of increase in value for giving to customer and getting his/her satisfaction [10, 11].

1-1.CRM sub-systems

CRM is classified to 3 main sub-systems: operational – analytical and relational

1-1-1Operational CRM:

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Includes customer face to face software likes sale force automation, commercial marketing automation, supporting automation and customer protection. This section resembles the company resources planning (ERP) and involves the actions related to customer services such as orders, bills, sale automation and marketing and management of all the sections. The section is of elementary usage cases in CRM. in relation to operational CRM , it can be composited to fiscal affaires and human resources which this is that the resources planning software of company such as sap & people soft . Have taken in action. This data comprehensiveness can be useful, because one of failure reasons of many CRM projects is its non ability in comprehensiveness to previous systems [2, 12].

1.1.2. Analytical CRM











Analytical CRM gets, stores, extracts. Interprets and reports the customer data. In world today there is frequent change. Changes velocity influences directly over all commercial aspects. As a consequence, the organizational parts change which should respond to the changes and information requirements. One key solution for business challenges in 21 century is to set forth information infra structures which increases the rapid responsiveness power at the time of competitive pressures and finally survives the organizations. Organizational CRM strategy also is affiliated to informational infrastructure which stores, analyses and handles customer related data in a wide level .4 main sections of data technology in a CRM as follows:[13]

- ☐ Data storage
- ☐ Management system of data base
- ☐ Data exploration
- ☐ Commercial analysis software

Inside of each main section of the subsystems and applied software exist which every one of them handles part of associated actions of CRM. For example responding to data base in quivery, value analysis and mathematical models for prediction and analysis, which all the software makes CRM to analyze the data in relation to many parameters [3].

2.1.2. Relational CRM

Including all various customer relations to organization like Email, telephone, fax, web pages. Also software such as relation management software to parties is discussed in this section. In effect, the section is communications center which provides ways like nervous networks between customer and its supplier's affaires management software or exchanges center to customer. In other word each action of CRM per se provides an exchange to customer and is a connection canal. Kiang ham describes the relational tools of a CRM: [2]

-  Project Management
-  Project Collaboration
-  Chat and Instant Messaging
-  E-Learning Systems
-  Web cast Systems
-  Broadcast Tools
-  Web Audio and Radio
-  Web Video and Cams
-  Customer Support
-  Interactive Sales Support

2.2. The reasons of using CRM

1.2.2. CRM in view of trade & work

The competition to maintain the customers is high.

In an entirely economical viewpoint, the commercial institutions have understood which maintaining a customer is less costly than finding a new one. Reported statistics demonstrate cases as follow:

- ☐ To use praetor principle, it is turned out, 20% of customers bring 80% profit of organization.
- ☐ In industrial sale, in average it is required.

8-10 connections for sale to a new customer and 2-3 connections for sale to a current customer

- ☐ Obtaining a new customer is 5-10 times more expensive than business iteration with a current customer. For example, as reported by consulting group in BOSTON, sale expenditure to the current customers through web is 6.80\$ against 34\$ to get a new customer via web.

A non- satisfied customer transmits his experience to other 8-10 persons. 5 percent increases in maintaining current customers leads to 25 percent in profitability increment. At past, initial viewpoint about obtaining new customers was through declaring what an organization could percent in media . This proportional approach was developed as far as included many people whom never were customer and current customers. For example response rate via general post was around 2 percent. Accordingly mailing 1000000 copies through advertisement only in average resulted in 20000 responses. Other provoker was a change which was prevailed by Email. More than attending in a constructions site and connects to a saler in E- commerce , the customer buys by his/her computer at home in working place as sitting . then companies don't hope in to sale personnel skill or marketing to convince the customer . In contrary to traditional systems , which customer usually attempted to go to rivals physical site or take companies meet the environment that the rivals just are more backward a few cliques [1, 14].

2.2.2. CRM in expenditure:

Viewpoint the main goals in relation to costs in CRM include following:

- ☐ Income increase and in other side increasing the customer satisfaction.
- ☐ Decrease of sale and distribution costs
- ☐ Minimizing the supporting costs from customer.

Following examples show the tactics for obtaining these goals.

1) for increasing the incomes.

- ☐ Increase the sale basket by sailing other goods

2) For increasing the customers satisfaction

- ☐ Make so delightful the purchase experience for customers which return for successive purchase.

3) For decreasing the sale and distribution costs

- ☐ Orient the prorogations toward incrementing the likelihood of being accepted of propositions which you give to customer.

- ☐ Using the web for decrementing the number of direct sailors' and developing the needs obtaining channels.
- ☐ Connection management to customer via product management (variation in marketing) .

4) For minimizing the supporting costs from customer.

- ☐ Rather than management of products (variations in marketing), management the connections with customers.
- ☐ Auto Mize the contact centers to whom the representations have direct access to histories and priorities of customer thus be able to sale by cross-selling.

3. Conclusion

CRM is a key solution to realize the information infrastructures which increase the responsiveness power during compositional pressures thus survives the organization. Nowadays there is much competition for maintaining the customers. In a completely economic viewpoint, commercial institutions have understood that holding a customer is less expensive than finding a new customer. And to get this goal, using CRM structures will help very much to organization. Appropriate per forming the CRM leads to decrement the costs and is effective in recovery of works performing quality economically and scientifically.

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